



# **Heart Disease & Stroke Secondary Prevention Forum**

**October 16, 2008**

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***WORKING TOGETHER  
LEADS TO SUCCESSFUL  
EDUCATING OF POLICY  
MAKERS***



# Advocates and DOH staff must **WORK TOGETHER**

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- You can accomplish more through *collaboration*
- Meet regularly to share information, strategize, and assign tasks
  - *overcome obstacles by focusing and building on the strengths different players bring to table*



# **Working Together cont.**

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## **DOH Can Provide Advocates with Important Information**

- what the program is doing**
- what results it is achieving**
- what this means in dollars and lives saved**

**DOH can provide advocates access to people working in local communities who can be powerful voices for the program.**



# A HEALTHY PARTNERSHIP REQUIRES CONSTANT ATTENTION

- Focus is on year-round efforts to keep legislators informed of Heart Disease & Stroke activities
- Coordinated planning – An ounce of prevention....
- Coordinated campaigns, meetings, and trainings to maximize resources and expertise
- Coordinated response in “crisis” or other situations requiring immediate action
- Coordinated data gathering and analysis (polling, stats)
- Regular and frequent communication at all levels
- Respect for our individual program roles, limitations, and viewpoints



**Acknowledge that an effective  
Partnership between the DOH  
and statewide advocacy  
Coalition requires:**



- **Commitment**
- **Patience**
- **Flexibility**
- **Trust**
- **BUT IT IS WORTH IT!!!**

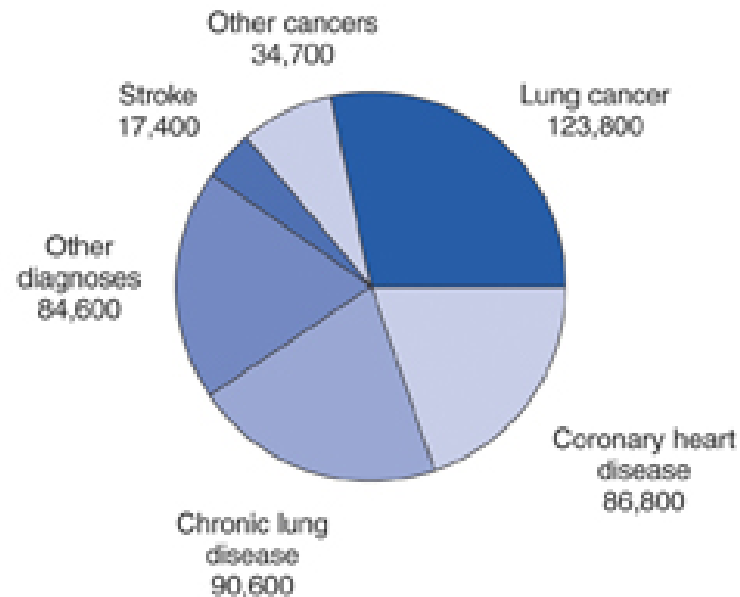


Positioning  
**HEART DISEASE & STROKE**  
as Part of Larger Policy  
Discussion  
on Healthcare



# Tobacco-Related Deaths

**About 438,000 U.S. Deaths Attributable Each Year to Cigarette Smoking\***



\* Average annual number of deaths, 1997–2001.  
Source: *MMWR* 2005;54(25):625–8.



# Shared Challenge: Broadening the Issue Beyond Heart Disease & Stroke

- Some complacency with prevention issues
- Need to give the issue immediacy, urgency
- Broaden public appeal and allied support
- Healthcare is a major priority for voters
  - National research shows Americans' concern about healthcare is second only to "jobs/the economy" and equal to "national security"
- All recent successful tobacco tax ballot campaigns tied tobacco to healthcare
  - WA in 2001; OR & AZ in 2002; CO in 2004
- **Need a "middle class sell" beyond healthcare for the poor**



# **Key Messages that Connect Healthcare and Chronic Disease**



# What the Public Wants

- National messages
  - Public wants to see connection between “cause” and where the money goes
  - Impact on youth
- Locally tested messages
  - Leading causes of death, chronic disease prevention (66%)
  - Strict accountability measures, money “guaranteed” (63%)



# **WE MUST ALL PLAY A ROLE**

- **Sustaining support for HEART DISEASE & STROKE and Policies requires the involvement of everyone.**
- **HEART DISEASE & STROKE as a major priority it is not yet a part of our culture.**
- **All of us have a stake in seeing that this effort succeeds. If it does, these types of prevention efforts will be as much a part of our fabric as childhood immunizations.**



# Tobacco & Heart Disease

- 1 in 5 cardiovascular deaths are caused by smoking.
- Cigarette smokers are 2-4 times more likely to develop coronary heart disease than nonsmokers.
- Cigarette smokers' risk of dying from heart disease is 2-3 times higher than nonsmokers' risks.
- Smokers' risk of having a stroke is about 2 times higher than nonsmokers' risk.
- The risk for developing cardiovascular disease, the number 1 killer of women, is greatly increased in women who smoke.



## Secondhand Smoke & Heart Disease

- More than 35,000 people die each year from coronary heart disease due to exposure to secondhand smoke.
- Nonsmokers who are exposed to secondhand smoke increase their risk of developing heart disease by 25-30%.



# Smoke-Free Laws

- In Helena, MT, during the 6 months that a local law that prohibited smoking in most workplaces, including restaurants and bars, was enforced, the number of hospital admissions for acute myocardial infarction fell significantly, from an average of 40 admissions during the same months in the years before and after the law to a total of 24 admissions during the six months the law was in effect. [Sargent et al., 2004]
- In part, due to the Helena study, along with a “growing body of scientific data,” experts at the CDC advised all clinicians to tell their patients who have a history of coronary heart disease, “to avoid all indoor environments that permit smoking.” [Pechacek & Babb, 2004]



# Smoke-Free Laws

- If all workplaces went smoke-free, an estimated “6250 myocardial infarctions and 1270 strokes would be prevented, and \$279...million would be saved in direct medical costs annually.”

[Ong & Glantz, 2004, 2005]



# Impact of Reduced Smoking on Heart Disease & Stroke

- Decreasing smoking rates by one percentage point per year  
[Lightwood & Glantz, 1997]

	<b># Fewer Heart Attacks</b>	<b># Fewer Strokes</b>
Year 2	924	538
Year 3	3,022	1,684
Year 4	5,725	3,141
Year 5	8,736	4,734
Year 6	11,896	6,389
Year 7	15,122	8,060

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# Go Forward Together!!





# SUSTAINING PROGRAM

## SUCCESS DEMANDS

- Ongoing program promotion
- By everyone
  - State program staff
  - Local program staff
  - Advocacy community



# SUSTAINING SUCCESS: EDUCATING KEY AUDIENCES



# Program Promotion MUST Be an Ongoing Effort

- Collect the Information you Need
- Raise Public Awareness
- Involve and Educate Policymakers
- Develop Partnerships
- Establish the Heart Disease & stroke the Go-To Resource



# Collect the Information You Need

- **Participate in national surveillance systems - BRFSS, ATS, YRBS, YTS; publicize local level or regional data**
- **Identify people who have been impacted by program - personal stories put a face on program**
- **Your programs are evidenced based! We know it works!**



# Raise Public Awareness

- Develop a media plan; be proactive rather than reactive. Take advantage of every media opportunity
- Disseminate press releases to share new program components, events, program accomplishments, new research, personal stories
- Make it LOCAL - local statistics, funding, jobs, and services for the community . . . And those lost for the community.
- Get every person affected by your program to tell their story



# **Positioning Heart Disease & Stroke as Part of Larger Policy Discussion on Healthcare**

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for  
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Kids®

# No surprises!!!





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